

**CONSUMER AWARENESS TOWARDS
PROMOTIONAL STRATEGIES IMPLEMENTED BY
FAMA IN MELAKA**

**MOHD SHAFIQ BIN MOHAMAD JAAPAR
2006867276**

**Submitted in Partial Fulfillment of the
Bachelor of Business Administration (Hons)
Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

APRIL 2008



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

"DECLARATION OF ORIGINAL WORK"

I, MOHD SHAFIQ BIN MOHAMAD JAAPAR (I/C Number: 850515-05-5221)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: 

Date: 2/5/08

LETTER OF SUBMISSION

April 2008

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CONSUMER AWARENESS TOWARDS PROMOTIONAL STRATEGIES IMPLEMENTED BY FAMA IN MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



MOHD SHAFIQ BIN MOHAMAD JAAPAR

2006867276

Bachelor of Business Administration (Hons) Marketing

Table of Contents

	Page
Title page	i
Declaration of original work	ii
Letter of transmittal	iii
Acknowledgement	iv
Table of contents	v
List of tables	ix
List of figures	x
Abstract	xi

CHAPTER 1

1.0	Introduction	1
1.1	Background of the company	2
	1.1.1 Organization Chart	4
	1.1.2 The promotion department	5
1.2	Background of the study	6
	1.2.1 The agency and the product	6
	1.2.2 Promotional strategies	6
1.3	Problem statement	7
1.4	Research questions	9
1.5	Research objectives	9
1.6	Scope of the study	10
1.7	Significant of the study	10

Abstract

The purpose of this research is to know the consumers respondent whether they are noticeable and aware about the promotional strategies that implemented by FAMA in Melaka state. The promotional strategies consist of elements such as advertising, personal selling, public relations and sale promotions. Nowadays promotional strategies have gained importance within the country to achieving the competitive advantage. Moreover promotional strategies have been used not by the profit organization but also the nonprofit organization. The findings show that the FAMA have encountered some problem in their promotional strategies whereby becomes one of their weaknesses strategies in order to attract the consumers. The study is to find the consumers awareness towards the promotional products and the products that have been produce by the company. As to solve their problem the researcher suggest the company to enhancing their promotional strategies, developing more activity within the community such as education program, community service, sponsoring for the community program and so forth. 50 of respondents have been asked by using questionnaire in order to gain information and feedback to the company. The questionnaire consists of question about the promotional strategies and the product awareness to the consumers around Melaka state.